

CITY OF MILWAUKEE POLICE DEPARTMENT NEWS RELEASE

Edward A. Flynn, Chief of Police

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MILWAUKEE POLICE AT TWITTER WITH NEW TECHNOLOGY

Don't panic if you get an e-mail that reads, "Milwaukee Police are following you." It just means you are a Twitter user and MPD is following your postings.

The Milwaukee Police Department is always on the search for new ways to communicate to a wider audience. MPD wants to provide context to information that gives the community a true picture of crime in Milwaukee.

To that end, the department has set up its own Twitter account, available at www.Twitter.com. Just go to Twitter and find MPD at milwaukeekeepolice. Many of the postings drive users to MPD's Website at www.milwaukee.gov/police for information on good jobs by officers and department initiatives.

We encourage people to follow us for updates on what is happening at MPD. With more than 630 followers as of today, we are proud to be the most followed police agency under the tag "police" on Twitter.

"This new technology allows us to drive people to our Website for more information on the good work being done by the men and women of the Milwaukee Police Department," said Milwaukee Police Chief Edward A. Flynn. "The popularity of Twitter will help us disseminate information to an expanded audience which will assist us with recruiting, as well as other initiatives."

Posting on Twitter is the latest mode of communication with the community set up by the Milwaukee Police Department. In addition to Twitter and the department's Website, people can tune in to Time Warner Cable Wisconsin on Demand, Channel 1111 for the MPD program, "CrimeLine." The show offers viewers a selection of topics where they can learn about various MPD initiatives and where people can watch news conferences by Chief Flynn in their entirety. Just click on the "Your Community" tab and then on "CrimeLine."

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